

Overview



Returning to MediaCityUK in March, the Nations and Regions Media Conference (NARM) provides a forum for media stakeholders to debate the current climate and play an influential role in shaping the future of the sector.

Running from Tuesday 28 to Wednesday 29 March 2017, the conference provides a relevant and engaging programme for a national and international media industry audience, with many opportunities to network.

The Nations and Regions Media Conference has welcomed the following guests to deliver keynote addresses in recent years: Ed Vaizey MP, Minister of State for Culture and the Digital Economy (2015), award winning writer and producer Josh Weinstein (2015), Michael Rosenblum, CEO RosenblumTV and NYVS (2015), Jenny Baxter, Chief Operating Officer of BBC England (2015); Harriet Harman QC MP, Labour Deputy Leader and Shadow Culture Secretary (2014); Peter Fincham, ITV's Director of Television (2014), Steve Morrison, Co-Founder and Chairman of ALL3Media (2014); Stuart Cosgrove, Director of Creative Diversity at Channel 4 (2013); Scottish Culture Secretary, Fiona Hyslop (2013); Jeremy Hunt MP, Secretary of State for Culture, Media & Sport (2012); Adam Crozier, Chief Executive of ITV (2012); Diane Coyle, Vice Chair of the BBC Trust (2012); David Abraham, Chief Executive Channel 4 (2011); Kip Meek, Chairman, YouView (2011); and Erik Huggers, Director of Future Media and Technology, BBC (2010).



Nations and Regions Media Conference 2015 (l-r): Josh Weinstein, Ed Vaizey MP, Coronation Street creator Tony Warren accepts Nations and Regions Media Achievement Award.

The University of Salford is proud to host the annual event at the heart of MediaCityUK, an international hub for the creative and digital industries that has seen Salford Quays transform from port to portal. The conference is ideally located to take advantage of the superb facilities at MediaCityUK, where the University of Salford neighbours the BBC, ITV, SIS and over 200 creative companies. A growing international hub for the creative and digital industries, MediaCityUK adds to the vibrancy and culture of the historically significant Salford Quays, where you'll find the landmark and award-winning Lowry Theatre, Imperial War Museum North and Old Trafford football ground close by.

The 23rd Nations and Regions Conference builds on the University of Salford's reputation for strong working relationships with industry. Founded in 1993 to challenge the notion that London is home to the UK's media talent, the conference continues to champion the talent and value of the industry outside of the capital as well as tackling some of the key issues that are facing broadcasters and producers across the UK. Industry involvement has been integral in establishing NARM as a key event for stakeholders of the media sector to debate the changing media landscape, nationally, internationally and across all platforms. In order to encompass and represent the full dynamism of the industry, the University of Salford is continually looking to build new relationships, with plenty of engagement opportunities from programme contributions to exhibitor stands on offer.



Festival Format

NATIONS & REGIONS MEDIA CONFERENCE

Tue 28 – Mon 29 March 2017

The Nations and Regions Media Conference commences with an evening reception on Tuesday 28 March from 6pm. The drinks and networking reception will launch the conference with the welcome address and a keynote speaker. On Wednesday 29 March professionals from across the media sector (content creators, producers, broadcasters, policy makers, commissioners, regulators, independents, freelancers and new entrants) are brought together in critical examination of prevalent issues presented by the industry. Delegates will hear keynote addresses by sector experts, witness lively panel discussions and participate in a host of sessions that explore the breadth of the media sector.



Nations and Regions Conference 2017 Committee:

Beth Hewitt – Festival Director
Steve Hewlett – NARM Chair
Ruth Pitt – Steering Group Chair
Seamus Simpson – NARM Content Director
Karen Gabay
Louise Lynch
Ashley Byrne
Roy Saatchi
Edward Pugh
Lynne McCadden
Jane Luca
Katie Gallagher
Jonathan Wall
Allan Walker
Ian Mackenzie
Rosina Robson

Sponsorship Opportunities

Main Sponsor (exclusive to one company) - £10-15,000 (open to negotiation)

- Exclusive sponsorship of Nations and Regions Media Conference 2017
- Access to Steering Committee and commissioners from major broadcasting organisations
- Four complimentary delegate passes, including exclusive opportunities for access to Festival Patron and supporters
- Exclusive programme announcements prior to public and press release
- Inclusion in a comprehensive social media and PR schedule
- Logo credit as Main Sponsor to feature on holding slides ahead of all sessions
- Exclusive placement of logo on delegate tote bags, sponsor can also supply literature and/or branded materials for the bag – subject to NARM approval
- Logo to feature on all pages of salfordmediafestival.co.uk
- Company profile on salfordmediafestival.co.uk Partners page, with link to company website
- Priority placement of logo on inside cover of printed programme guides for NARM
- Company profile within printed programme guides for NARM
- Logo featured in delegate communication (registration confirmation, pre-conference email, thank you email and online feedback survey)
- Interactive exhibitor space with priority placement, includes 6ft table, two chairs and access to 1x power point
- Promotion on company website (wording to be agreed), with use of NARM logo (to be linked to the salfordmediafestival.co.uk homepage)

Keynote sponsor x 2 - £5,000 each

- Exclusive sponsorship of keynote addresses: logo featured on slide displayed prior to keynotes, and acknowledgement during introduction
- Access and introduction to sponsored keynote speaker
- Three complimentary tickets to the conference
- Logo to feature on all pages of salfordmediafestival.co.uk
- Company profile on salfordmediafestival.co.uk Partners page, with link to company website
- Placement of logo on inside cover of printed programme guides for NARM
- Company profile within printed programme guides for NARM
- Logo featured in delegate communication (registration confirmation, pre-Festival email, thank you email and online feedback survey)
- Exhibitor space with priority placement, includes 6ft table, two chairs and access to 1x power point
- Promotion on company website (wording to be agreed), with use of NARM logo (to be linked to the salfordmediafestival.co.uk homepage)

Session sponsor - £2,000

- Logo to feature on holding slide ahead of session
- Access and introduction to sponsored session speaker(s)
- Two complimentary tickets to the conference
- Logo to feature on all pages of salfordmediafestival.co.uk
- Company profile on salfordmediafestival.co.uk Partners page, with link to company website
- Company logo featured within printed programme guides for NARM

- Logo featured in all delegate communication (registration confirmation, pre-Festival email, thank you email and online feedback survey)
- Exhibitor space: includes 6ft table, two chairs and access to 1x power point
- Promotion on company website (wording to be agreed), with use of NARM logo (to be linked to the salfordmediafestival.co.uk homepage)

Evening Reception sponsor - £1,000 - £2,000 (in-kind goods)

An evening drinks and canapé reception held on Tuesday 28 March for delegates to network prior to welcome address and keynote speaker.

- Credited in welcome address
- Logo and acknowledgment of sponsorship on printed invitations and registration confirmation emails
- Company logo and acknowledgement of sponsorship featured within printed programme guides for NARM
- Opportunity to display promotional merchandise (to be discussed and agreed)
- Logo to feature on all pages of salfordmediafestival.co.uk

Exhibitor Space

- Exhibitor space include a 6ft table, two chairs and access to 1x power point
- Logo to feature on all pages of salfordmediafestival.co.uk
- Company profile on salfordmediafestival.co.uk Partners page, with link to company website
- Company logo featured within printed programme guides for NARM (opportunity only available up to Mon 13 February)
- Promotion on company website (wording to be agreed), with use of NARM logo (to be linked to the salfordmediafestival.co.uk homepage)
- Inclusion in pre-festival email communication

To enquire about the availability of Exhibitor Spaces please contact Matthew Innes on 0161 295 3814 or email m.innes@salford.ac.uk

Contact Us

The University of Salford will be happy to discuss how your company can become part of the programme, to either take up one of the packages detailed above or develop a bespoke package tailored to your company's needs.

Please contact:

Helen Jones, Marketing Projects Manager

h.m.jones@salford.ac.uk

0161 295 7157